

# first CHOICE

Your community, your life, your time!

Volume I  
June 2004

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**Sign-up for FREE Delivery!**  
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# 6th ASG's new MWR magazine puts 'First Choice' at your fingertips

By Melanie Casey

The 6th Area Support Group wants to be your *First Choice*. Along with being the ASG's customer service philosophy, *First Choice* is also the name of a new Morale, Welfare and Recreation bi-monthly magazine – one that is chock full of information about leisure activities, organizations and special events in Stuttgart and Garmisch.

"Our target markets are the Stuttgart and Garmisch communities," said Dennis Maruska, 6th ASG director of community activities.

"With the Essentials [MWR's previous publication, a newspaper insert] we went outside of our market," he said. "We want to focus our advertising and publicity in our own community. This is a much better vehicle for us."

The magazine, which is produced by the MWR marketing office, will include information about community events as well as MWR functions, said MWR Marketing Chief Sallie Cauthers.

"We want to make a magazine with everything you want to know," Cauthers said.

### Functional and fun

Every issue of *First Choice* will include a profile of an MWR program or facility manager, Cauthers said, because "we want people in the community to get to know the professionals who make a positive impact on MWR in the 6th ASG."

The magazine's easy-to-read, customer-friendly format will also highlight information about Army Community Service programs and classes, sports and fitness opportunities, youth activities, theater and other special events.

A pull-out "At-a-Glance" calendar will let readers get an overview of all MWR activities at once.

*First Choice* will also list phone numbers and hours of operation for all MWR facilities in Stuttgart and Garmisch.

"We want this to be a functional sourcebook," Cauthers said. "We want you to keep this magazine by your phone book."

### Issue One, Volume One

The premiere issue delves into detail about several 6th ASG organizations and "will be more definitive, like a course guide at a university," Cauthers said. For instance, many of those ubiquitous and often perplexing military acronyms are spelled out and defined.

The first issue of *First Choice* debuts May 25 and will be available in community mailrooms, commissaries and all MWR facilities throughout the 6th ASG. Free subscriptions to the magazine are available for future editions.

To request a subscription or voice your feedback, e-mail [tami.gale@cmtymail.6asg.army.mil](mailto:tami.gale@cmtymail.6asg.army.mil).

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